

4ECOMM Holding, LLC

Notice of Intent to Invoke Administrative Sanctions

Date of Order: March 9, 2007

Respondents: 4ECOMM Holding, LLC, Albuquerque, New Mexico
Jimmie D. Maish, Jr., Andover, Kansas
Ismael Ruiz, Albuquerque, New Mexico

Allegations: Securities Fraud

A Notice of Intent to Invoke Administrative Sanctions was filed on March 9, 2007, alleging securities fraud arising from an investment offered by the respondents in 4ECOMM, a company organized to sell electronic and household products in third-world countries. Staff alleged the respondents misrepresented their interest in the company and the guaranteed, no-risk nature of the investment. It was further alleged that respondents omitted to disclose to an investor the true use of the investor's money.

Notice to Investors: If you are not a resident of Kansas and have been affected by actions that are similar to those described in this synopsis, you should consider contacting your state securities regulator for assistance. To locate your securities regulator, go to the [North American Securities Administrators Association](#) website. If you choose to contact your state securities regulator, please inform him or her of the action taken by the State of Kansas.